

8405 Andersonville Road
Clarkston, MI 48346

October 25, 2011

Michigan State Senate Committee on Energy and Technology
Re: PA 295

To whomever it may concern,

Thank you for the opportunity to give testimony in regard to public act 295. Midwest Illumination has been in the energy retrofit business for nearly 20 years. We have designed and constructed some of the largest energy conservation focused lighting projects in North America, our executive staff has more than 75 years combined experience in this industry, and has even helped to design similar demand side management programs in New Jersey.

We feel that Michigan's energy optimization programs have been a resounding success. The industry has been stagnant for many years in comparison to other markets with more mature programs. We are now seeing the level of education and skill increase to a point at which Michigan firms are becoming more competitive both in and out of State. In our opinion, the program has had the following positive impacts:

Positive Return on Investment for Rate Payers
Creates Jobs and Educates the Workforce
Creates a More Competitive Market
Helps Michigan Become More Energy Independent

Our only area of concern is the level of funding. In comparison to other states, Michigan has a very small program. We feel that this slows the development of the industry and puts it at risk of losing out to competition from firms in neighboring states with more mature energy optimization programs and markets.

Overall, this has been a highly successful program in our opinion. It is well managed by the utility companies and their third party administrators, and has been well received by our customers.

Regards,

Chris Haag
Project Development Manager
Midwest Illumination